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## FACT SHEET

### DEMOCRACY AND GOVERNANCE OFFICE

### PROJECT PROFILE

Peace and Reconciliation Program: All for Peace Israeli-Palestinian Radio Station – One Message to Two Societies

**JUNE 2010**



*Arab and Jewish radio co-hosts*

#### CHALLENGES

- Little direct encounter and dialogue between Israelis and Palestinians.
- Mainstream media tends to focus more on violence and less on reconciliatory initiatives.
- Lack of independent media outlets in Israel and West Bank Gaza that reach wide audiences.

#### CONTACT INFO

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#### Project Overview

The All for Peace Israeli-Palestinian Radio Station is part of a larger Conflict Management and Mitigation small-grant program that brings together individuals of different ethnic, religious and/or political backgrounds in people-to-people activities that address the root causes of tension and instability.

#### Goals

- Address groups marginalized in the mainstream media and populations who do not typically support the peace process and expose these people to the narrative and needs of the "other" side in order to promote conflict mediation and reconciliation based on shared experiences and interests, such as culture and music.
- Provide alternative information regarding the conflict which the mainstream media often ignores, as well as a stage for moderate voices and victims on both sides so that listeners hear a more balanced, well-informed view of the "other" side, in order to increase receptiveness towards confidence building.
- Provide a platform for broader outreach to civil society organizations on both sides to help garner support among listeners.

#### Activities

The All for Peace Radio Station includes daily "headline" talk shows in Hebrew and Arabic with news analysis and interviews with leading decision-makers and stakeholders as well as daily news editions, in Hebrew and Arabic, covered from an unbiased angle.

Its weekly specialty talk shows in Hebrew and Arabic feature in-depth discussion of civil society organizations and social, cultural and peace initiatives in Israel and the Palestinian territories, including shows co-hosted by Jewish and Arab hosts.

#### Successes

- Reached 22,826 unique online visitors through its website in March 2010 (20% more than the previous month and 113% more than March 2009), with 304,290 average monthly online hits by March 2010.
- Increased public and mainstream media interest in All for Peace, including the recruitment of 35 active, regular volunteers at the radio station.

#### Project Detail

Implementing Partner: All for Peace Radio Station, Life of Project: 09/30/2009-09/29/2011, Total Estimated Cost: \$560,000.